



Digital & IT Catalogue

Y'CAB GROUPE



Nadine ZADI

Founder & CEO

A WORD FROM THE FOUNDER

Y'CAB GROUPE wishes, above all, to become an indispensable lever for companies wishing to establish themselves in Côte d'Ivoire.

Our intention is to build ourselves around important issues: study, advisory and development, which will help us become a bridge, and a unifying force for companies at international and national level, together with all the actors necessary for this integration in Côte d'Ivoire.

First, study, to assess the viability of projects and bring to light weaknesses for which we will offer to support companies so as to make their execution easy and of quality.

Then, advise: our ultimate goal being the sustainability of projects and their improvement.

And finally, development: over the course of my professional career I have gained the experience and qualities essential to coordinating multiple activities, and my wish is to put my knowledge at the service of Côte d'Ivoire, an incredible country with projects that only ask to be developed.

For this, Y'CAB aims to be an incubator built on values such as leadership and rigour. I am particularly confident that we are going to do extraordinary things.



OUR VISION

One method, one standard, a single goal

Delivering quality services through a constant pursuit of client satisfaction.

1

Know-how

2

Commitment

3

Availability

4

Quality

5

Responsibility

6

Trust and closeness

CONTEXT

Digital, the new lever of competitiveness



Digital has become an essential lever of competitiveness — for selling, communicating, recruiting or steering a business.

Our digital services cover website and app development, digital marketing and SEO, social media management, and design and integration of AI tools — with a firmly operational, measurable approach.

Structure, measure, adjust: the same methodical rigour as our other divisions of expertise, applied to digital.

WEBSITES & APPLICATIONS

Websites & Applications

Indicative rates for a standard engagement, based on standards observed in the Ivorian market (2026 baseline) — excluding media budget and third-party hosting, to be adjusted to the exact project scope. Detailed quote on request.

Service	Pricing model	Indicative rate (USD)
Showcase website (up to 5 pages)	Flat fee	from 750 USD
Multi-page / catalogue website	Flat fee	from 1500 USD
E-commerce website	Flat fee	from 2500 USD
Mobile app (iOS / Android)	Custom quote	Custom quote
Maintenance & hosting	Monthly	80 USD / month



DIGITAL MARKETING & SEO

Digital Marketing & SEO

Indicative rates for a standard engagement, based on standards observed in the Ivorian market (2026 baseline) — excluding media budget and third-party hosting, to be adjusted to the exact project scope. Detailed quote on request.

Service	Pricing model	Indicative rate (USD)
Full SEO audit	Flat fee	420 USD
Search engine optimisation (SEO)	Monthly	500 USD / month
Digital advertising management (Meta Ads, Google Ads)	Monthly	420 USD / month + media budget
Email marketing & automation	Monthly	250 USD / month
Full digital audit	Flat fee	670 USD



SOCIAL MEDIA & COMMUNICATION

Social Media & Communication

Indicative rates for a standard engagement, based on standards observed in the Ivorian market (2026 baseline) — excluding media budget and third-party hosting, to be adjusted to the exact project scope. Detailed quote on request.

Service	Pricing model	Indicative rate (USD)
Community management (1 platform)	Monthly	330 USD / month
Community management (3-platform pack)	Monthly	750 USD / month
Photo / video content shoot	Flat fee	from 330 USD / session
360° communication strategy	Custom quote	Custom quote



CREATIVE STUDIO & AI

Creative Studio & Artificial Intelligence

Indicative rates for a standard engagement, based on standards observed in the Ivorian market (2026 baseline) — excluding media budget and third-party hosting, to be adjusted to the exact project scope. Detailed quote on request.

Service	Pricing model	Indicative rate (USD)
Visual identity (logo + brand guidelines)	Flat fee	580 USD
Graphic assets (print / digital), per item	Per item	from 80 USD
Generative AI integration / business automation	Custom quote	Custom quote
Support adopting AI tools (team)	Custom quote	Custom quote





CONTACT

Thank You

A digital project, or an audit of your online presence? Let's talk.



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